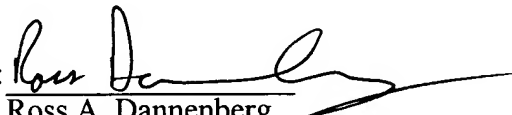## REMARKS

Applicant has amended the specification to correct clerical errors. Support for the amendment may be found at least in Figs. 15 and 16 of the application drawings as originally filed. Applicant submits that the amendment to the specification does not introduce new matter into the application. Applicant respectfully requests the amendment be entered at the Examiner's earliest convenience.

Applicant believes no fee is due in connection with this submission. Should the Commissioner find that a fee is due, authorization is hereby given to charge any such fee, except the issue fee, to Deposit Account 19-0733.

If there are any questions the Examiner is invited to contact the undersigned at (202) 508-9153.

Respectfully submitted,

BANNER & WITCOFF, LTD.

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Dated: 30 - Apr - 02

MARKED UP VERSION TO SHOW CHANGES MADE

IN THE SPECIFICATION

[76]   Once the SKU list has been imported, the user allocates sales profiles. The analysis tool 300 imports the necessary input data for each SKU, including sales profiles, and also imports the necessary input data for each SKU, including sales, stock, unit cost, tax rate, and original selling price, from the database system 101. This corresponds to step 305, above. A Sales Data chart ~~470~~ 460, shown in Fig. 16, includes an SKU Number column ~~471~~ 461, an SKU Description column ~~473~~ 463, and a selected Sales Profile column ~~475~~ 465.

[77]   The analysis tool 300 incorporates a facility to reference a number of weeks sales history (i.e., week x to week y), compare the sales history to the selected sales profile, and adjust the sales value it imports to factor out sales variability in recent data. Continuing with the example provided, a set of Sales Data 467, covering sales weeks 19-24 and corresponding to the Subclass 214 'Cook Sets,' is imported into the Base Analysis screen ~~460~~ 450 as a Stock On Hand (SOH) column 455, as shown in Fig. 15. The Stock On Hand, or Surplus Units, is the stock remaining in the supply chain, in units, at the end of the analysis period. As used in the present analysis, Missed Sales for the analysis period is the sales potential (i.e., had there been 100% stock availability) less total actual sales. The analysis tool 300 uses a library of markdown profiles to define markdown strategies. These markdown profiles provide a week-by-week relationship between price reduction and demand uplift, which are allocated at any level of the corresponding product hierarchy. The user is also able to separate 're-price events' from promotional activity to enable the measurement of the retail revaluing of stock at a given time. A Commitment Profiles screen 470 is shown in Fig. 17. This corresponds to step 307 in Fig. 11, above.